

1 1. A video data scheduling system comprising:
2 a computer storage unit for storing digital video data representative of video
3 information, said digital video data including content data regarding the content of the video
4 information, and context data regarding a scheduling context in which said video information
5 is desired to be presented;
6 a plurality of digital projector assemblies coupled to said computer storage unit;
7 schedule input means for receiving show schedule information including a plurality
8 of start times and locations at which each of a plurality of shows are scheduled to begin;
9 schedule means for accessing a subset of said content data in said computer storage
10 unit responsive to said context data and said show schedule information;
11 production means for assembling presentation data including a subset of said content
12 data, said presentation data being associated with a first show; and
13 a first digital projector assembly of said plurality of digital projector assemblies for
14 presenting said presentation data such that said subset of said content data will be shown
15 prior to a first start time associated with said first show at said first digital projector
16 assembly.

1 2. The video data scheduling system as claimed in claim 1, wherein said presentation
2 data includes data representative of the length of time that said subset of content data will
3 run.

1 3. The video data scheduling system as claimed in claim 1, wherein said system further
2 includes request receiving means for receiving a job schedule request for the presentation of
3 requested video information, and said digital content data is selected responsive to said job
4 schedule request and assembled for presentation by said production means.

1 4. The video data scheduling system as claimed in claim 1, wherein said system further
2 includes job approval means for receiving data representative of whether said job schedule
3 request is approved.

1 5. A video data scheduling system comprising:
2 a computer storage unit for storing digital video data representative of video
3 information, said digital video data including content data regarding the content of the video
4 information, and context data regarding a scheduling context in which said video information
5 is desired to be presented;
6 a plurality of digital projector assemblies coupled to said computer storage unit;
7 schedule input means for receiving show schedule information including a plurality
8 of start times and locations at which each of a plurality of shows are scheduled to begin at
9 each of said pluralities of digital projector assemblies;
10 schedule means for accessing a subset of said content data in said computer storage
11 unit responsive to said context data and said show schedule information;
12 production means for assembling first presentation data including a first subset of said
13 content data and being associated with a first show, and for assembling second presentation
14 data including a second subset of said content data and being associated with a second show;
15 and

16 projector control means for presenting said first presentation data using said first
17 projector assembly such that said first subset of content data will be shown prior to a first
18 start time associated with said first show, and for presenting said second presentation data
19 using said second projector assembly such that said second subset of content data will be
20 shown prior to a second start time associated with said second show.

1 6. The video data scheduling system as claimed in claim 5, wherein said first
2 presentation data includes data representative of a length of time that said first subset of
3 content data will run.

1 7. The video data scheduling system as claimed in claim 5, wherein said first
2 presentation data includes a plurality of subsets of said content data, each said subset of
3 content data is associated with a job schedule request, and each said job schedule request is
4 associated with at least one attribute of said first show.

1 8. A video data scheduling system comprising:
2 a plurality of digital projector assemblies coupled to a computer storage unit;
3 schedule input means for receiving show schedule information including a plurality
4 of start times and locations at which each of a plurality of shows are scheduled to begin at
5 each of said pluralities of digital projector assemblies;
6 job request means for receiving a plurality of job requests, each job request including
7 content data and context data that is stored in said computer storage unit;
8 schedule means for accessing a subset of said content data in said computer storage
9 unit responsive to a subset of said context data and said show schedule information;

10 production means for assembling first presentation data including a first plurality of
11 subsets of said content data and being associated with a first show, and for assembling
12 second presentation data including a second plurality of subsets of said content data and
13 being associated with a second show; and
14 projector control means for presenting said first presentation data using said first
15 projector assembly such that said first plurality of subsets of content data will be shown prior
16 to a first start time associated with said first show, and for presenting said second
17 presentation data using said second projector assembly such that said second plurality of
18 subsets of content data will be shown prior to a second start time associated with said second
19 show.